Assessment 101

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Agenda:

- **Non-Academic Assessments**
- **Mission Statement**
- **Expected Outcome Statement**
- **Assessment Methods**
- **Criteria**
- **Budget Implications**
- **Assessment Results**
- **Evidence of Seeking Improvement**
- **Accomplishments**
- **Activity**
- **Assessment Cycle Process**

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Non-academic assessments should:

- *Improve*: Results/feedback to determine how the unit can be improved

- *Inform*: Inform unit leaders and other campus stakeholders of the impact of the unit on the institutional mission

- *Prove*: Summarize and demonstrate the accomplishments of the unit

Mission Statement

- A clear statement that captures the purpose of the unit and the role within the institution
- This sets the direction and alignment back to the institutional core values and goals.
- Example Template:

"The mission of the Johnson C. Smith University Counseling Center is to enhance and promote the multicultural and transformative experiences of all students by providing a variety of inclusive counseling and support services to students. The Counseling Center accomplishes its mission by offering services that facilitate students' personal development, enhancing students' self-awareness, self-confidence, and leadership skills, as well as services that educate students in ways that develop their critical thinking skills. These services are offered with empathy and with appreciation of individual differences."

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Expected Outcome Statement

- Refers to a clear and concise statement that focuses on the unit's primary functions that impact students, student success, and support services.

- These should be S.M.A.R.T Outcomes

  - *Specific:* Clear and definite terms describing the knowledge, skills, values, and abilities.

  - *Measurable:* It is feasible to get the data; data are accurate and reliable; multiple methods are preferred.

  - *Attainable:* The outcome has the potential to move the program/unit/course forward.

  - *Results-oriented:* Describe what standards are expected from staff/customers/students.

  - *Time-bound:* Describe a specified time period for accomplishing the outcome.

Expected Outcome Statement Cont.

Examples

- *"Campus Police will enhance campus safety by implementing routine patrols and monitor high traffic areas to reduce incidents by 10% during the 2024-2025 academic year."*

- *"Enhance potential students' knowledge of the admissions process to increase institutional enrollment in the 2024-2025 academic year.'*

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Assessment Methods

- Refers to a specific approach, technique, or tool used to evaluate or measure an outcome against established criteria or standards

• Customer/student satisfaction surveys • Number of complaints • Number of applications • Percentage of compliance • Growth in participation • Attendance at events • Processing time for requests • Average wait time • Comparisons to professional organizations' best practices • Statistical reports • Average service time	• Staff training hours • Number of staff trained • Number of users/participants • Focus group feedback • Opinion surveys • External review/audits • Internal audit findings • Dollars raised/saved • Percentage of compliance with various regulations/laws/mandates • Number of incidents (increase/decrease)

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https://dacc.edu/sites/default/files/2023-10/AssessmentTools.pdf

Assessment Methods Cont.

Examples

- *"Compare the current incident report data to previous year's data to analyze results."*

- *"Conduct workshops to ensure the campus community is educated on campus safety procedures and policies."*

- *"Create and maintain a detailed patrol log for campus police records."*

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Criteria

- A set of standards or benchmarks that serve as a guide for determining whether specific requirements, outcomes, or expectations have been met

- Tip: Make sure the criteria set is realistic!

Examples

- *"Campus safety will achieve a 10% decrease in the 2024-2025 incident report compared to 2023-2024."*

- *"Campus safety will conduct at least 2 workshops covering campus safety procedures."*

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Budget Implications

- Potential budgetary resources the unit may need to achieve the expected outcome.

Examples

  - New Software
  - Personnel Training
  - Hiring New Personnel

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Assessment Results

- What were the findings?

  - Analyze and summarize results.

- Document your results!

  - Does the data fail to meet, meet, or exceed the criterion for success?

    Example: " *By May 2025, Campus Safety analyzed an 8% decrease in the annual incident reports. There was a significant decrease in reported break-ins in the high patrolled areas, indicating that increased patrols and visibility had a significant impact on deterring criminal activity in targeted locations. However, Campus Safety did not meet the 10% decrease in incident reports. Reports of minor disturbances increased by 15% in areas with less frequent patrols, suggesting that campus safety may need to reassess patrol coverage and frequency across the campus.*"

Evidence of Seeking Improvement

- What did you learn and plan to implement to refine and enhance practices that lead to improvements
- Why does this section matter?
    - To show continuous improvement and to enhance the student and campus experience.

Examples
- Increasing the number of workshops
- Revising policies or processes
- Implementing new surveys
- Increasing media campaigns or promoting events more effectively

- *"To enhance overall campus safety; Campus Police will implement key initiatives beginning in August 2025. Patrol areas will expand to under-monitored areas where data has shown an increase in incidents. Additionally, by September 2025, routine patrols will increase within dormitories, to address the increase in minor disturbances identified through incident reports. This effort will be conducted in collaboration with Housing and Residence Life staff to foster a safer residential and campus environment. By January 2026, Campus Police will conduct focus groups with students and staff to gather feedback from those who still express concerns about safety. The insights from the focus group discussions will inform of needed or revised safety processes to ensure safety within the campus community."*

Accomplishments

- Highlight the significant milestones by your unit. Show the accomplishments that have assisted in improving your area.

Examples

- Successful revision of the process of procedure
- Development of new initiatives
- Increase in donations/grants
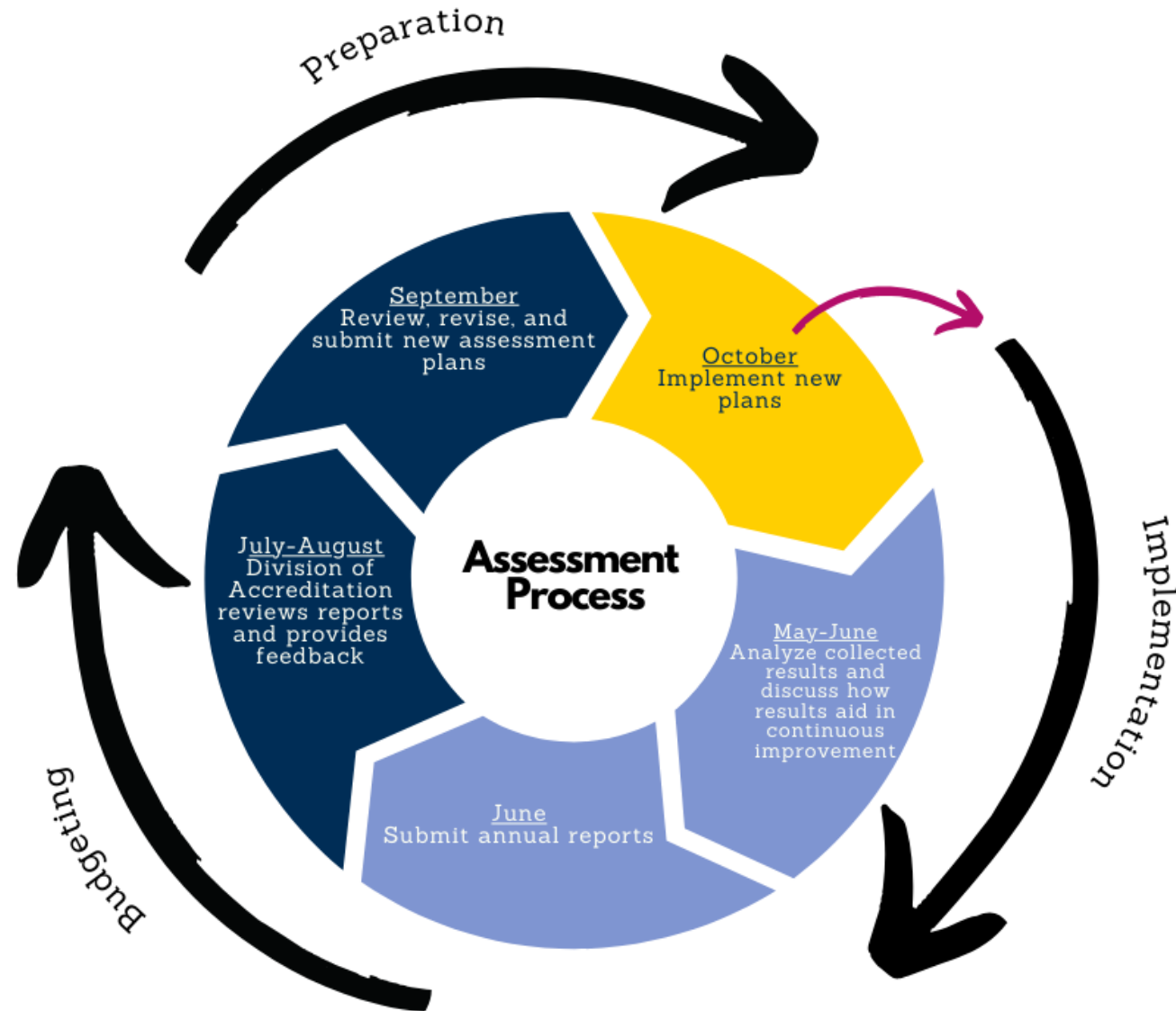
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Activity

Expected Outcome: The Student Conduct office will conduct educational workshops surrounding conduct policies and procedures to achieve 20% increase in student participation in 2024-2025.

- Tasks
  - Select an assessment method(s) to evaluate the skills and criteria for the selected assessment method(s).
  - Discuss what possible resources would be needed to achieve this expected outcome. (Budget Implications)
  - Discuss what will be implemented to improve/reach the expected outcome goal. (Evidence of Seeking Improvement)

Results:

In 2023-2024, student conduct workshops averaged **100 students per semester**. In 2024-2025, participation increased to **115 students per semester**, representing a **15% increase**. However, the office did fall short of the targeted 20% increase in participation. The trend showed a smaller increase in the Spring semesters than in the Fall semester, which suggests the need for stronger marketing or more incentives for workshops during those semesters. Additionally, virtual workshops held a higher attendance compared to in-person workshops by 10%.

Assessment Cycle Process

Preparation

Implementation

Budgeting

September
Review, revise, and submit new assessment plans

October
Implement new plans

Assessment Process

July-August
Division of Accreditation reviews reports and provides feedback

May-June
Analyze collected results and discuss how results aid in continuous improvement

June
Submit annual reports

Resources

- Link: <u>CAS Standard Guides</u>
- Link: <u>How to Write an Effective Outcome Statement -University of Alabama Division of Student Life</u>
- Link: <u>Identifying Measurement Approaches –University of Alabama Division of Student Life</u>
- Link: <u>https://www.indeed.com/career-advice/career-development/how-to-write-smart-goals</u>

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Thank You!